# Table of Contents

Preface.......................................................................................................................... xxii

Volume I

## Section 1
### Fundamental Concepts and Theories

This section serves as a foundation for this exhaustive reference tool by addressing underlying principles essential to the understanding of web design and development. Chapters found within these pages provide an excellent framework in which to position web design and development within the field of information science and technology. Insight regarding the critical incorporation of global measures into web design and development is addressed, while crucial stumbling blocks of this field are explored. With 17 chapters comprising this foundational section, the reader can learn and choose from a compendium of expert research on the elemental theories underscoring the web design and development discipline.

### Chapter 1
Get Out of My Sandbox: Web Publication, Authority, and Originality.................................................. 1  
_Barbara Bordalejo, KU Leuven, Belgium_

### Chapter 2
Online Virtual Learning Environments: A Review of Two Projects .................................................... 16  
_Nicoletta Adamo-Villani, Purdue University, USA_  
_Hazar Dib, Purdue University, USA_

### Chapter 3
Information Security Policy: The Regulatory Basis for the Protection of Information Systems........... 38  
_Edison Fontes, Faculdade de Informática e Administração Paulista (FIAP), Brazil_  
_Antonio José Balloni, Centro de Tecnologia da Informação Renato Archer (CTI), Brazil_

### Chapter 4
A Systematic Map of Evaluation Criteria Applicable for Evaluating E-Portfolio Systems ............... 60  
_Gary McKenna, University of the West of Scotland, UK_  
_Gavin Baxter, University of the West of Scotland, UK_
Chapter 5
Overview of Theory and Practice in Library and Information Science Research in Asia-Oceania
Jia Tina Du, University of South Australia, Australia
Qinghua Zhu, Nanjing University, China
Andy Koronios, University of South Australia, Australia

Chapter 6
Intercultural User Interface Design
Rüdiger Heimgärtner, Intercultural User Interface Consulting (IUIC), Germany

Chapter 7
The Role of Information System within Enterprise Architecture and their Impact on Business Performance
Kijpokin Kasemsap, Suan Sunandha Rajabhat University, Thailand

Chapter 8
The Role of Electronic Signature in the Third Millennium of the Development of International Trade Transactions
Amir Bagherian, University of Tehran, Iran
Yosef Ebrahimi Nasaband, Islamic Azad University of Persian Gulf, Iran
Hassan Heidari, Islamic Azad University, Iran
Mahmoud Ebrahimi, Azad University of Tabriz, Iran

Chapter 9
Classification and Comparison of Strategic Information Systems Planning Methodologies: A Conceptual Framework
Hadi Kandjani, Shahid Beheshti University, Iran & Griffith University, Australia
Amir Mohtarami, Tarbiat Modares University, Iran
Mohammad Reza Taghva, Allameh Tabatabaee University, Iran
Amirhossein Eslami Andargoli, Swinburne University of Technology, Australia

Chapter 10
Motives for Feral Systems in Denmark
Torben Tambo, Aarhus University, Denmark
Martin Olsen, Aarhus University, Denmark
Lars Bækgaard, Aarhus University, Denmark

Chapter 11
Learning through Immersive Virtual Environments: An Organizational Context
Erastus Ndinguri, Framingham State University, USA
Krisanna Machtmes, Ohio University, USA
John Paul Hatala, George Brown College, Canada
Mary Leah Coco, Louisiana Transportation Research Center, USA
Chapter 12
Service-Driven Computing with APIs: Concepts, Frameworks, and Emerging Trends............... 238
Hiranya Jayathilaka, University of California – Santa Barbara, USA
Chandra Krintz, University of California – Santa Barbara, USA
Rich Wolski, University of California – Santa Barbara, USA

Chapter 13
Website Usability: A Re-Examination through the Lenses of ISO Standards......................... 262
Louis K. Falk, University of Texas at Brownsville, USA
Hy Sockel, DIKW Management Group, USA
Kuanchin Chen, Western Michigan University, USA

Chapter 14
Model-Based System Design Using SysML: The Role of the Evaluation Diagram .................. 278
Anargyros Tsadimas, Harokopio University of Athens, Greece
Mara Nikolaidou, Harokopio University of Athens, Greece
Dimosthenis Anagnostopoulos, Harokopio University of Athens, Greece

Chapter 15
Application of Data Mining in e-Commerce ............................................................................ 302
Mohamed Chajri, Sultan Moulay Slimane University, Morocco
Mohamed Fakir, Sultan Moulay Slimane University, Morocco

Chapter 16
Connecting Communication to Curriculum and Pedagogy in Online Environments.............. 315
Marius Boboc, Cleveland State University, USA

Chapter 17
Complex Adaptive Systems Thinking Approach to Enterprise Architecture ....................... 339
Marc Rabaey, Open-Raxit, Belgium

Section 2
Frameworks and Methodologies

This section provides in-depth coverage of conceptual architecture frameworks to provide the reader with a comprehensive understanding of the emerging developments within the field of web design and development. Research fundamentals imperative to the understanding of developmental processes within web design and development are offered. From broad examinations to specific discussions on methodology, the research found within this section spans the discipline while offering detailed, specific discussions. From basic designs to abstract development, these chapters serve to expand the reaches of development and design technologies within the web design and development community. This section includes 14 contributions from researchers throughout the world on the topic of web design and development.

Chapter 18
First Steps in the Development of a Model for Integrating Formal and Informal Learning in Virtual Environments...................................................................................... 391
Victoria I. Marín, Universitat de les Illes Balears, Spain
Jesús Salinas, Universitat de les Illes Balears, Spain
Chapter 19
An Action Research on Design, Delivery, and Evaluation of a Distance Course in a Vocational Higher Education Institution............................................................................................................414
Erman Uzun, Mersin University, Turkey
M. Yaşar Özden, Eastern Mediterranean University, Turkey
Ali Yıldırım, Middle East Technical University Northern Cyprus Campus, Turkey

Chapter 20
Document Model and Prototyping Methods for Web Engineering ....................................................440
Jean-Marc Lecarpentier, University of Caen Lower Normandy, France
Hervé Le Crosnier, University of Caen Lower Normandy, France
Romain Brixtel, University of Caen Lower Normandy, France
Cyril Bazin, University of Caen Lower Normandy, France

Chapter 21
A Semantic-Enabled Framework for E-Government Systems Development .............................................466
Jean Vincent Fonou-Dombeu, Vaal University of Technology, South Africa
Magda Huisman, North-West University, South Africa

Chapter 22
Multi-Level Adaptation in End-User Development of 3D Virtual Chemistry Experiments .............483
Chang Liu, Ohio University, USA
Ying Zhong, Ohio University, USA

Chapter 23
The Design of Service Systems Architecture for Building Smart Public Infrastructures..................503
Katsumi Kawano, Osaka Institute of Technology, Japan

Chapter 24
Development of an Interactive Immersion Environment for Engendering Understanding about Nanotechnology: Concept, Construction, and Implementation............................................................519
Konrad J. Schönborn, Linköping University, Sweden
Gunnar E. Höst, Linköping University, Sweden
Karl Johan E. Lundin Palmerius, Linköping University, Sweden
Jennifer Flint, Linköping University, Sweden

Chapter 25
Designing and Delivering Web-Based Instruction to Adult Learners in Higher Education..........537
Mabel C. P. O. Okojie, Mississippi State University, USA

Chapter 26
Using Andragogy and Bloom’s Digital Taxonomy to Guide E-Portfolio and Web Portfolio Development in Undergraduate Courses .................................................................556
John DiMarco, St. John’s University, USA
Chapter 27
Information Architecture and the Comic Arts: Knowledge Structure and Access ......................... 569
Lesley S. J. Farmer, California State University – Long Beach, USA

Volume II

Chapter 28
Information Architecture: How to Conceptualize It and Implement It ........................................ 589
Xiaoying Zhou, Renmin University of China, China
Xiumei Zhang, Institute of Scientific and Technical Information of China (ISTIC), China &
Renmin University of China, China

Chapter 29
Unraveling a Progressive Inquiry Script in Persistent Virtual Worlds: Theoretical Foundations and
Decision Processes for Constructing a Socio-Cultural Learning Framework .................................. 610
Nikolaos Pellas, University of the Aegean, Greece

Chapter 30
Innovative Architecture to Enhance Quality of Service for Laboratory Management Information
Systems ........................................................................................................................................... 648
Naeem A. Mahoto, Mehran University of Engineering and Technology, Pakistan
Faisal K. Shaikh, Mehran University of Engineering and Technology, Pakistan & University
of Umm Al-Qura, Saudi Arabia
B. S. Chowdhry, Mehran University of Engineering and Technology, Pakistan

Chapter 31
Design of Web Services for Mobile Monitoring and Access to Measurements ........................... 662
Evelina Pencheva, Technical University of Sofia, Bulgaria

Section 3
Tools and Technologies

This section presents an extensive coverage of various tools and technologies available in the field of web design and
development that practitioners and academicians alike can utilize to develop different techniques. These chapters
enlighten readers about fundamental research on the many tools facilitating the burgeoning field of web design
and development. It is through these rigorously researched chapters that the reader is provided with countless
examples of the up-and-coming tools and technologies emerging from the field of web design and development.
With 16 chapters, this section offers a broad treatment of some of the many tools and technologies within the web
design and development field.

Chapter 32
Information Architecture for Pervasive Healthcare Information Provision with Technological
Implementation ................................................................................................................................. 685
Chekfoung Tan, University of Reading, UK
Shixiong Liu, University of Reading, UK
Chapter 33
Authoring Adaptive 3D Virtual Learning Environments ................................................................. 714

Ahmed Ewais, Vrije Universiteit Brussel, Belgium
Olga De Troyer, Vrije Universiteit Brussel, Belgium

Chapter 34
Mobile Engagement: Dynamics of Transmedia Pervasive Narratives ........................................... 734

Elizabeth Evans, The University of Nottingham, UK

Chapter 35
PIR: A Domain Specific Language for Multimedia Information Retrieval .................................... 748

Xiaobing Huang, University of Wisconsin, USA
Tian Zhao, University of Wisconsin, USA
Yu Cao, University of Massachusetts, USA

Chapter 36
Intermedia and Transmedia User Experience with Multi-Touch Apps ........................................... 772

Huberta Kritzenberger, Stuttgart Media University, Germany

Chapter 37
Avatars in E- and U-Learning ........................................................................................................ 792

Raymond Szmigiel, Penn State University, USA
Doris Lee, Penn State University, USA

Chapter 38
E-SERVCON and E-Commerce Success: Applying the DeLone and McLean Model ................... 816

Jung-Yu Lai, National Chung Hsing University, Taiwan

Chapter 39
A Virtual Learning Process Environment and Comparison with Conventional E-Learning Systems ......................................................................................................................... 839

Ayodeji Adesina, Dublin City University, Ireland
Derek Molloy, Dublin City University, Ireland

Chapter 40
Supporting Accessible User Interfaces Using Web Services .............................................................. 866

Georgios Bouloukakis, Inria Paris-Rocquencourt, France
Ioannis Basdekis, Institute of Computer Science – Foundation for Research and Technology – Hellas (ICS-FORTH), Greece
Constantine Stephanidis, Institute of Computer Science – Foundation for Research and Technology – Hellas (ICS-FORTH), Greece & University of Crete, Greece
Chapter 41
Moodle-Based Tool to Improve Teaching and Learning of Relational Databases Design and SQL DML Queries .................................................................................................................................................. 885
M. Antón-Rodríguez, University of Valladolid, Spain
M. A. Pérez-Juárez, University of Valladolid, Spain
M. I. Jiménez-Gómez, University of Valladolid, Spain
F. J. Díaz-Pernas, University of Valladolid, Spain
M. Martínez-Zarzuela, University of Valladolid, Spain
D. González-Ortega, University of Valladolid, Spain

Chapter 42
Evaluating a Learning Management System to Support Classroom Teaching .......................................................... 905
Tiago França Melo de Lima, Federal University of Ouro Preto, Brazil
Thiago Nazareth dos Passos, Federal University of Ouro Preto, Brazil

Chapter 43
Towards Ubiquitous and Adaptive Web-Based Multimedia Communications via the Cloud .......... 925
Spyros Panagiotakis, Technological Educational Institute of Crete, Greece
Ioannis Vakintis, Technological Educational Institute of Crete, Greece
Haroula Andrioti, Technological Educational Institute of Crete, Greece
Andreas Stamoulas, Technological Educational Institute of Crete, Greece
Kostas Kapetanakis, Technological Educational Institute of Crete, Greece
Athanasios Malamos, Technological Educational Institute of Crete, Greece

Chapter 44
Web Services in China ..................................................................................................................................................................... 975
Dong Dong, Hebei Normal University, China
Lizhe Sun, Boston Consulting Group, Australia
Zhaohao Sun, University of Ballarat, Australia & Hebei Normal University, China

Chapter 45
An Unstructured Information Management Architecture Approach to Text Analytics of Cancer Blogs ........................................................................................................................................................................... 995
Viju Raghupathi, City University of New York, USA
Wullianallur Raghupathi, Fordham University, USA

Chapter 46
The Role of Electronic Commerce in the Global Business Environments .............................................. 1014
Kijpokin Kasemsap, Suan Sunandha Rajabhat University, Thailand
Chapter 47
Tracing the Use of Communication Technologies in Higher Education ........................................ 1035
   Fernando Ramos, University of Aveiro, Portugal
   Marta Pinto, University of Aveiro, Portugal
   Dalila Coelho, University of Aveiro, Portugal
   Rui Raposo, University of Aveiro, Portugal
   Lúcia Pombo, University of Aveiro, Portugal
   Luís Pedro, University of Aveiro, Portugal
   Pedro Almeida, University of Aveiro, Portugal
   João Batista, University of Aveiro, Portugal
   Nídia Morais, University of Aveiro, Portugal
   Francislé Souza, University of Aveiro, Portugal
   Ana Balula, University of Aveiro, Portugal
   Margarida Lucas, University of Aveiro, Portugal
   António Moreira, University of Aveiro, Portugal

Section 4
Cases and Applications

This section discusses a variety of applications and opportunities available that can be considered by practitioners in developing viable and effective web design and development programs and processes. This section includes 13 chapters that review topics from case studies to best practices and ongoing research. Further chapters discuss web design and development in a variety of settings. Contributions included in this section provide excellent coverage of today’s IT community and how research into web design and development is impacting the social fabric of our present-day global village.

Chapter 48
Using Website Analysis as a Tool for Computer Assisted Language Learning in a Foreign Language Classroom .................................................................................................................... 1055
   Debopriyo Roy, University of Aizu, Japan

Chapter 49
M-Learning: Exploring the Use of Mobile Devices and Social Media ............................................. 1078
   Jean-Eric Pelet, IDRAC Business School of Management, Lyon, France & LEMNA, IAE-IEMN, Nantes University, France
   Jashin Khan, Laureate Online Education B.V., The Netherlands
   Panagiota Papadopoulou, University of Athens, Greece
   Emmanuelle Bernardin, Audencia Nantes, Pres l’Unam, France

Chapter 50
Network-Based Continuous Education Opportunities: Case of X Medical University in Lithuania ................................................................................................................................. 1111
   Edita Butrimė, Lithuanian University of Health Sciences, Lithuania
   Vaiva Zuzvičiūtė, Mykolas Romeris University, Lithuania
Chapter 51
Supporting Learning Self-Regulation through a PLE: Dealing with the Time Management Dimension ................................................................. 1129
Iolanda Garcia, Universitat Oberta de Catalunya, Spain
Begoña Gros, Universidad de Barcelona, Spain
Ingrid Noguera, Universitat Oberta de Catalunya, Spain

Chapter 52
Using the Internet to Make Local Music More Available to the South Wales Community ............ 1157
Jonathan Bishop, Centre for Research into Online Communities and E-Learning Systems, Belgium
Lisa Mannay, Centre for Research into Online Communities and E-Learning Systems, UK

Volume III

Chapter 53
Increasing Research Students’ Engagement through Virtual Communities ................................. 1173
Maria Limniou, University of Liverpool, UK
Clare Holdcroft, Manchester Metropolitan University, UK
Paul S. Holmes, Manchester Metropolitan University, UK

Chapter 54
M-Learning in the Middle East: The Case of Bahrain ................................................................. 1199
Evangelia Marinakou, Royal University for Women, Bahrain
Charalampos Gioumpasoglou, Bahrain Polytechnic, Bahrain

Chapter 55
Implementing Advanced Characteristics of X3D Collaborative Virtual Environments for Supporting e-Learning: The Case of EVE Platform .............................................................. 1223
Christos Bouras, Research Academic Computer Technology Institute, Patras, Greece & Department of Computer Engineering and Informatics, University of Patras, Patras, Greece
Vasileios Triglianos, Department of Computer Engineering and Informatics, University of Patras, Patras, Greece
Thrasyvoulos Tsiatsos, Department of Informatics, Aristotle University of Thessaloniki, Thessaloniki, Greece

Chapter 56
Business Process Design Meets Business Practices through Enterprise Patterns: A Case Study .... 1249
Carmelo Ardito, University of Bari, Italy
Ugo Barchetti, University of Salento, Italy
Antonio Capodieci, University of Salento, Italy
Annalisa Guido, University of Salento, Italy
Luca Mainetti, University of Salento, Italy
Chapter 57
Sacrificing Credibility for Sleaze: Mainstream Media’s Use of Tabloidization ............................. 1267
  Jenn Burleson Mackay, Virginia Tech, USA
  Erica Bailey, Pennsylvania State University, USA

Chapter 58
Evaluating Social Interaction and Support Methods over Time .................................................. 1283
  Birgitta Maria Kopp, Ludwig-Maximilians-University, Germany

Chapter 59
Information Architecture For IS Function: A Case Study ....................................................... 1302
  Nelson Carriço, The University of Trás-os-Montes and Alto Douro, Portugal
  João Varajão, University of Minho/Centro Algoritmi, Portugal
  Vítor Basto Fernandes, Polytechnic Institute of Leiria, Portugal
  Caroline Dominguez, University of Trás-os-Montes e Alto Douro, Portugal

Chapter 60
Actor Network Theory Applied to Organizational Change: A Case Study ............................ 1314
  Carlos Páscoa, Portuguese Air Force Academy, Portugal
  José Tribolet, Technical University of Lisbon/Instituto Superior Técnico, Portugal

Section 5
Issues and Challenges

This section contains 14 chapters, giving a wide variety of perspectives on web design and development and its implications. Within the chapters, the reader is presented with an in-depth analysis of the most current and relevant issues within this growing field of study. Crucial questions are addressed and alternatives offered along with theoretical approaches discussed.

Chapter 61
How Interface Design and Search Strategy Influence Children’s Search Performance and Evaluation .......................................................... 1332
  Hanna Jochmann-Mannak, University of Twente, The Netherlands
  Leo Lentz, Utrecht University, The Netherlands
  Theo Huibers, University of Twente, The Netherlands
  Ted Sanders, Utrecht University, The Netherlands

Chapter 62
Creating a Community of Practice in Learning ................................................................. 1380
  Ebenezer Uy, De La Salle – College of Saint Benilde, Philippines
  Eusebio Yu, De La Salle – College of Saint Benilde, Philippines

Chapter 63
Toward An Effective Virtual Learning Environment: From a Social Presence Perspective........ 1399
  Marie A. Valentin, Texas A&M University, USA
  Helen M. Muyia, Texas A&M University, USA
  Junhee Kim, Texas A&M University, USA
  Celestino Valentin, Texas A&M University, USA
Chapter 64
Initial Adoption vs. Institutionalization of E-Procurement in Construction Firms: The Role of Government in Developing Countries ................................................................. 1417
  De Chun Huang, Hohai University, China
  Quang Dung Tran, Griffith University, Australia & National Civil Engineering University, Vietnam
  Thi Quynh Trang Nguyen, Hohai University, China
  Sajjad Nazir, Hohai University, China

Chapter 65
A Linguistic Approach to Identify the Affective Dimension Expressed in Textual Messages........ 1438
  Sandro José Rigo, University of Vale do Rio dos Sinos (UNISINOS), Brazil
  Isa Mara da Rosa Alves, University of Vale do Rio dos Sinos (UNISINOS), Brazil
  Jorge Luís Victória Barbosa, University of Vale do Rio dos Sinos (UNISINOS), Brazil

Chapter 66
What Makes Students to Participate in Online Collaborative Settings through Second Life? Students' Views and Perspectives Based on Adult Participation Theories.............................. 1451
  Nikolaos Pellas, University of the Aegean, Greece

Chapter 67
From Adoption to Routinization of B2B e-Commerce: Understanding Patterns across Europe...... 1477
  Tiago Oliveira, Universidade Nova de Lisboa, Portugal
  Gurpreet Dhillon, Virginia Commonwealth University, USA

Chapter 68
The Impact of On-Line Consumer Reviews on Value Perception: The Dual-Process Theory and Uncertainty Reduction .............................................................................................. 1498
  Hsin Hsin Chang, National Cheng Kung University, Taiwan
  Po Wen Fang, National Cheng Kung University, Taiwan
  Chien Hao Huang, National Cheng Kung University, Taiwan

Chapter 69
Sleep Disorder Diagnosis: An Analytical Approach ................................................................. 1525
  Jacqueline Blake, University of the Sunshine Coast, Australia
  Don Kerr, University of the Sunshine Coast, Australia

Chapter 70
Democratic Potentials of UN Climate Change Conference Host Government Websites .......... 1544
  Catherine Candano, National University of Singapore, Singapore & Ateneo de Manila University, Philippines

Chapter 71
Examining Design Pattern Strategies as a Means to Achieve Social Presence in the Online Classroom ............................................................................................................. 1571
  Araminta Matthews, University College – University of Maine System, USA
  Robert M. Kitchin Jr., University College – University of Maine System, USA
Chapter 72
Theoretical Foundations of a CSCL Script in Persistent Virtual Worlds According to the Contemporary Learning Theories and Models
Nikolaos Pellas, University of the Aegean, Greece

Chapter 73
Librarian without Building in an E-Learning Environment: Needed Skills, Challenges, and Solutions
Jerome Idiegbeyan-Ose, Covenant University – Canaan Land, Nigeria
Ugwunwa Chinyere Esse, Covenant University – Canaan Land, Nigeria

Chapter 74
A Business Motivation Model for IT Service Management
Marco Vicente, Technical University of Lisbon, Portugal
Nelson Gama, University of Lisbon, Portugal
Miguel Mira da Silva, Technical University of Lisbon, Portugal

Section 6
Emerging Trends

This section highlights research potential within the field of web design and development while exploring uncharted areas of study for the advancement of the discipline. Introducing this section are chapters that set the stage for future research directions and topical suggestions for continued debate, centering on the new venues and forums for discussion. A pair of chapters on space-time makes up the middle of the section of the final 5 chapters, and the book concludes with a look ahead into the future of the web design and development field. In all, this text will serve as a vital resource to practitioners and academics interested in the best practices and applications of the burgeoning field of web design and development.

Chapter 75
Challenges, Opportunities, and Trends in Quality K-12 Online Environments
Marius Boboc, Cleveland State University, USA

Chapter 76
Promoting Human-Computer Interaction and Usability Guidelines and Principles through Reflective Journal Assessment
Tomayess Issa, Curtin University, Australia
Pedro Isaias, Portuguese Open University, Portugal

Chapter 77
Enterprise Architecture’s Identity Crisis: New Approaches to Complexity for a Maturing Discipline
Paul R. Taylor, Monash University, Melbourne, Australia

Chapter 78
The Driving Machine: Combining Information Design/Visualization with Persuasion Design to Change Behavior
Aaron Marcus, Aaron Marcus and Associates, Inc. (AM+A), USA
Chapter 79
‘Talking Tools’: Sloyd Processes Become Multimodal Stories with Smartphone
Documentation ........................................................................................................................................ 1770

   Annika Wiklund-Engblom, Åbo Akademi University, Finland
   Kasper Hiltunen, Åbo Akademi University, Finland
   Juha Hartvik, Åbo Akademi University, Finland
   Mia Porko-Hudd, Åbo Akademi University, Finland
   Marléne Johansson, Åbo Akademi University, Finland

Index ........................................................................................................................................................................... xxv